

Subject: Re: San Pedro Today needs content for Fleet Week - VERY TIGHT DEADLINE
From: Lorena Parker
Date: 07/18/2016 03:45 PM
To: Rachel Sindelar
CC: "Baker, Arley" <ABaker@portla.org>, Jonathan Williams <jwilliams@labattleship.com>, Elise Swanson <eswanson@sanpedrochamber.com>

Rachel,

We are organizing the LA Fleet Welcome Party.

Thursday, September 1, 6:00 - 9:00pm
Live music, two stages
6th and 7th street closure for block party
Trolley will be running that evening, including Crafted
Food trucks and restaurants will be serving food

We will be producing maps specifically for Fleet Week.

Lorena Parker
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On Mon, Jul 18, 2016 at 2:12 PM, Rachel Sindelar <director@craftedportla.com> wrote:

Great start from Jonathan. I just heard from Josh that he's now after these pages by Wednesday/Thursday-ish, so if everyone could pitch in on this sooner rather than later I'd really appreciate it.

Thanks,

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-Rachel

From: Baker, Arley [mailto:ABaker@portla.org]
Sent: Monday, July 18, 2016 7:49 AM
To: Jonathan Williams; Rachel Sindelar; Elise Swanson; Lorena Parker
Subject: RE: San Pedro Today needs content for Fleet Week - VERY TIGHT DEADLINE

I'll jump into this asap today/tomorrow

thanks

From: Jonathan Williams [jwilliams@labattleship.com]
Sent: Saturday, July 16, 2016 8:45 AM
To: Rachel Sindelar; Baker, Arley; Elise Swanson; Lorena Parker
Subject: Re: San Pedro Today needs content for Fleet Week - VERY TIGHT DEADLINE

Hi Rachel-

The event website is at <http://www.lafleetweek.com> and the foundation/sponsorship website is at <http://www.lafleetweek.org>. I will leave to Arley for the schedule of events and he may have photos that the port wants to

use. Elise and Lorena can fill you in on downtown and area activities.

A few highlights:

-What ships are coming? Not sure the publication date and if it falls in our release requirements. Currently there are 3 Navy ships and 1 Coast Guard ship. The Navy ships task have a wide range in capabilities and sizes. I will let Arley let you know on the ships based on his understanding with the Navy.

-Super First Thursday on Thursday, September 1st - Lorena can tell more.

-Public tour and exhibit days are Friday, Saturday, Sunday, and Monday from 0830 to 1600. Tickets will be available by reservation (sign up for newsletter on the website for notification), with a limited number onsite the day of.

-Airshow demonstrations expected on Saturday, Sunday, and Monday and will feature both classic warbirds and modern military equipment.

-Special Troops only Movie Under the Guns on Friday September 2nd starting at 8pm in partnership with NBCUniversal.

-Troops vs. City Hoops Tournament on Friday, September 2nd from 1pm to 7pm. 4 military teams vs. 4 city teams to determine the 2016 LA Fleet Week champion.

-Concert on the fantail of the IOWA on Saturday, September 3rd featuring Jefferson Starship, 110 South, and the USO Troupe. Open to the public. Gates open at 6pm. Starship is on at 8pm.

-1940's USO Hollywood Canteen aboard Battleship IOWA on Sunday, September 4th in the evening.

A few thoughts:

-many of the sailors will be venturing out in the community and region to perform "COMREL's", which are community relations activities to give back to the regions citizens. This year has a variety of COMREL's which Arley may be able to highlight.

-this is a great opportunity for the public to connect with their Navy. The Navy is not only an international defense force, it is also one of the largest humanitarian and disaster relief organizations in the world. Some of the public exhibits will highlight their capabilities.

-sailors will be venturing through the area and downtown to explore. Greet them and talk to these wonderful young folks. They are learning trades and building a future career. The average age of a sailor today is 19 or 20 years old.

-I suspect there will be traffic and the Port is working on traffic plans to try and reduce the impact, but alternate routes locally may be desired. It is a huge positive towards the active waterfront we all desire!

I am sure I missed a bunch, but hopefully this gets you started.

On Fri, Jul 15, 2016 at 1:17 PM, Rachel Sindelar <director@craftedportla.com> wrote:

Hello there,

Josh Stecker asked me if I would send him four pages of content on Fleet Week for the August issue. He needs it by Thursday.

Four pages + photos is about 4,000 words, so I need your help filling this up. This is a good opportunity to write about what locals can expect for Fleet Week, how they can help, what the local businesses are doing, neighborhood councils etc. I would appreciate it if you could put raw content and **PHOTOS or GRAPHICS** in this dropbox ASAP. A map would probably be helpful, and take up a bit of the space. I also need story ideas, quotes from you guys, etc, to work in. If you have some thoughts, you can just jot them down very quickly and I'll flesh it out.

Because of the very tight deadline, I'm going to have to ask that I have everything you can provide by **end of day Tuesday!**

We will be able to update this over the next month and Josh will re-run it to use as a program for Fleet Week. More details on that to follow.

Is everyone able to drop files in here? If not, let me know your dropbox email and I will specifically share it with you. Feel free to give this link/email to others who can contribute as well.

<https://www.dropbox.com/sh/kawjtwgrxorakv/AAApGZwvgzua4pBLvLIDN9uma?dl=0>

Thanks,

Rachel Sindelar
Executive Director
[310.871.0686](#)
[CRAFTED at the Port of Los Angeles](#)

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Kind Regards,

Jonathan Williams
President & CEO

Pacific Battleship Center

Battleship IOWA Museum

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